

REP HEADLINE# 6384212 TRF# 499440
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$
REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES NOV2/12 12.11
*** WFSB-TV ***

ADV #	ADV. NAME	POLI/L MCMAHON/R/SEN/CT	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	MENTZER MEDIA SERVICES, INC.	BUYER NAME	ANNE BRAUNSCHEIDEL	
		600 FAIRMOUNT AVENUE, SUITE 306	SALES PRSN	WA- HEATHER UTTLEY (H)	
		TOWSON, MD 21286			

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:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	:RATE:	:START DATE:	:END DATE:	:SPTS/WK:	:WEEK INVT:	:DAYS:	:TOTL SPTS:
NOV/12			134250.00									
CONTRACT TOTAL												134250.00
TOTAL SPOTS												70

MARKET TOTALS \$390,571	WFSB 35%	WTNH 31%	WVIT 26%	WTIC 7%	WCTX 1%	WCCT 0%	WHPX 0%
		CABL 0%					
SHARES ARE ACCURATE							
SVC- NSI							
DEMOS- RA35+*							
MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD
P-CLASS,PLAN,SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS *-MULTIPLE

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 499440 /		<u>Alt Order #</u> 06384212
<u>Product</u> LINDA MCMAHON 4 SENA		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> 1519(F25)
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WFSB	<u>Account Executive</u> Heather Uttley	<u>Sales Office</u> HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	10/30/12	11/02/12	Eyewitness News	6:30am - 7am		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-TF--				3	\$1,200.00			
2	WFSB	10/31/12	11/02/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W-F--				2	\$800.00			
3	WFSB	11/01/12	11/02/12	9am-10am	9am - 10am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$500.00			
N 4	WFSB	10/30/12	11/01/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-T---				2	\$750.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/29/12-11/04/12	11a-12p Price is Right	11am - 12pm	-Tu-Th-----	:30		\$750.00	NM		
				Credited								
5	WFSB	10/30/12	11/02/12	M-F CBS Soaps	1230-2p		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$750.00			
6	WFSB	10/30/12	11/02/12	M-F The Talk	2-3p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$500.00			
7	WFSB	10/31/12	10/31/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$950.00			
8	WFSB	11/01/12	11/01/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$1,800.00			
9	WFSB	10/31/12	10/31/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$2,100.00			
10	WFSB	10/30/12	11/02/12	Inside Edition	7pm - 7:30pm		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$1,500.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 499440 /		<u>Alt Order #</u> 06384212
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> LINDA MCMAHON 4 SE	<u>Estimate #</u> 1519(F25)
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
11	WFSB	10/30/12	11/02/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$1,500.00			
12	WFSB	10/30/12	11/02/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$950.00			
13	WFSB	10/30/12	11/04/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$1,900.00			
14	WFSB	10/30/12	10/30/12	Vegas	10pm - 11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$7,000.00			
15	WFSB	10/31/12	10/31/12	Survivor	8pm - 9pm		:30			NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--2----				2	\$6,000.00			
16	WFSB	11/02/12	11/02/12	Undercover Boss	8pm - 9pm		:30			NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----2--				2	\$5,000.00			
17	WFSB	11/03/12	11/03/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----2-				2	\$500.00			
18	WFSB	11/05/12	11/05/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,900.00			
19	WFSB	11/05/12	11/05/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,300.00			
20	WFSB	11/05/12	11/05/12	9am-10am	9am - 10am		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$850.00			
21	WFSB	11/05/12	11/06/12	11a-12p Price is Right	11am - 12pm		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$1,200.00			
22	WFSB	11/05/12	11/06/12	M-F CBS Soaps	1230-2p		:30			NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				8	\$1,200.00			
N 23	WFSB	11/05/12	11/06/12	M-F The Talk	2-3p		:30			NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				6	\$850.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WFSB	11/05/12-11/11/12	M-F The Talk	2-3p	MTU-----	:30		\$850.00	NM		
				Credited								
	5	WFSB	11/05/12-11/11/12	M-F The Talk	2-3p	MTU-----	:30		\$850.00	NM		
				Credited								
24	WFSB	11/05/12	11/06/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				5	\$1,500.00			
25	WFSB	11/05/12	11/05/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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WFSB
 333 Capital Blvd
 Rocky Hill, CT 06067
 (860)728-3333

<u>Contract / Revision</u>	<u>Alt Order #</u>
499440 /	06384212

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/06/12	LINDA MCMAHON 4 SE	1519(F25)

<u>Advertiser</u>	<u>Original Date / Revision</u>
McMahon for Senate	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,200.00			
26	WFSB	11/05/12	11/05/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,800.00			
27	WFSB	11/05/12	11/05/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,800.00			
28	WFSB	11/05/12	11/05/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,800.00			
29	WFSB	11/05/12	11/05/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,500.00			
30	WFSB	11/05/12	11/05/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,300.00			
31	WFSB	11/05/12	11/05/12	HIMYM/Partners	8pm - 9pm		:30			NM	1	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$10,500.00			
32	WFSB	11/05/12	11/05/12	Broke Girls/Mike & Molly	9pm - 10pm		:30			NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$13,000.00			
33	WFSB	11/04/12	11/04/12	M-SU Delayed News	Delayed News		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,900.00			
Totals											70	\$134,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	70	\$134,250.00	\$114,112.50
Totals	70	\$134,250.00	\$114,112.50

Signature: _____ Date: _____

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